

Corporate Communications Directorate

The Defense Finance and Accounting Service

DFAS Corporate Communications...
Bringing People Together

Claudia L. Bogard
Director





Mission of Corporate Communication



- Promote a Corporate Image
- Increase Communications Flow Internally
- Improve the DFAS Image



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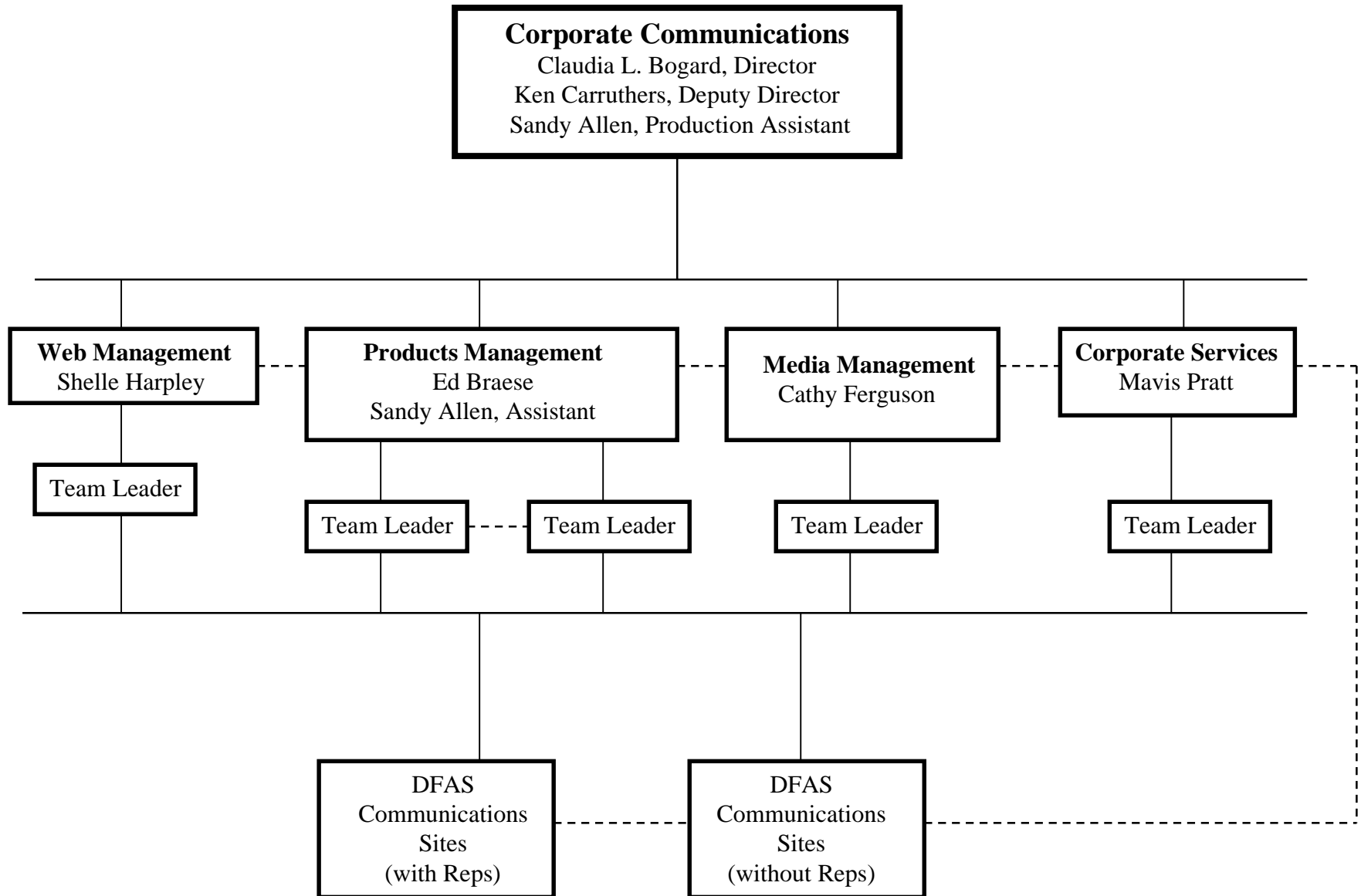
Organizational Structure and Directorate Objectives



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CORPORATE COMMUNICATIONS DIRECTORATE

Organizational Chart



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Balanced Scorecard

DFAS Objectives

Customer Perspective

- Meet or exceed Customer expectations
- Improve Customer satisfaction
- Improve Customer billing methodology
- Increase Customer perceived value



Corporate Communications Objectives

Customer Perspective

- Promote a Corporate Climate
- Increase Internal Communications Flow
- Improve DFAS Image

Financial Perspective

- Reduce cost to the Customer



Financial Perspective

- Advocate Cost Saving Measures

Internal Perspective

- Encourage innovation
- Improve and leverage quality
- Deliver system solutions
- Eliminate re-work



Internal Perspective

- Create Corporate Communications Organizational Structure

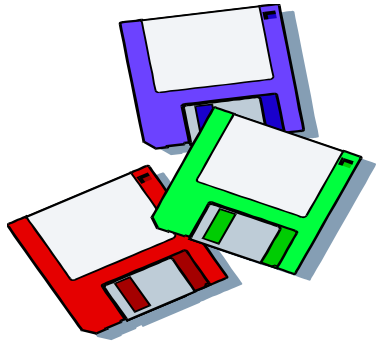
Learning and Growth Perspective

- Increase employee competence
- Increase employee satisfaction
- Enhance corporate capability and intellectual capital
- Develop a climate for action
- Expand the use of employee development assignments

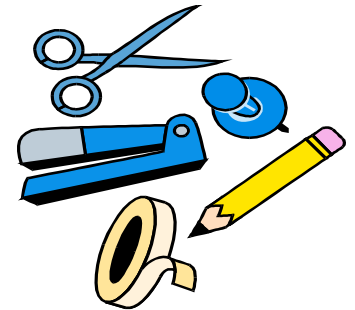
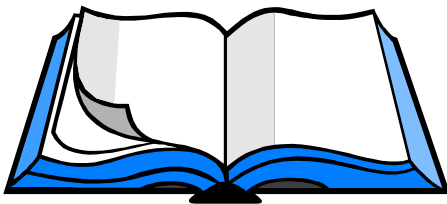


Learning and Growth Perspective

- Increase Employee Professional Competence
- Educate Agency on Corporate Communications Structure
- Increase Employee Corporate Knowledge



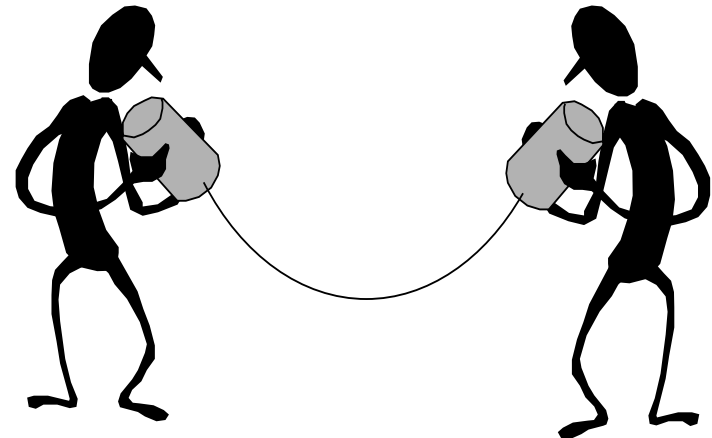
Products and Services



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Internal Communications Methods

- Face-to-Face Interaction
- Electronic Interface
- Print

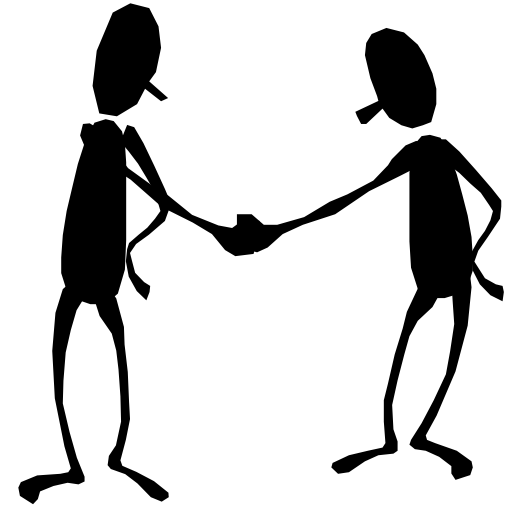


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Face-to-Face Interaction

● Meetings

- staff/division/directorates
- leadership councils
- executive offsites
- VTCs
- town halls
- functional/program offices



● Employee/Colleague Recognition Ceremonies

● Employee Briefings on the DFAS Business Evolution and Change Management

- worksheets

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Electronic Interface



DFAS4DOD

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Welcome to the

- **DFAS Web Sites**
 - Public Site: <http://www.dfas.mil>
 - DFAS4DoD: <https://dfas4dod.dfas.mil>
 - Infoweb: <https://infoweb.dfas.mil>

Welcome
to the
Defense **F**inance and **A**ccounting **S**ervice

DFAS InfoWeb

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Electronic Interface



● Percentage Increase in Growth

- WWW.DFAS.MIL

<u>January 2000</u>	<u>January 2001</u>	<u>Increase</u>	<u>Percentage</u>
3,596,966	6,638,463	3,041,497 hits	184%

- DFAS4DOD.DFAS.MIL

<u>January 2000</u>	<u>January 2001</u>	<u>Increase</u>	<u>Percentage</u>
113,253	339,665	226,412 hits	299%

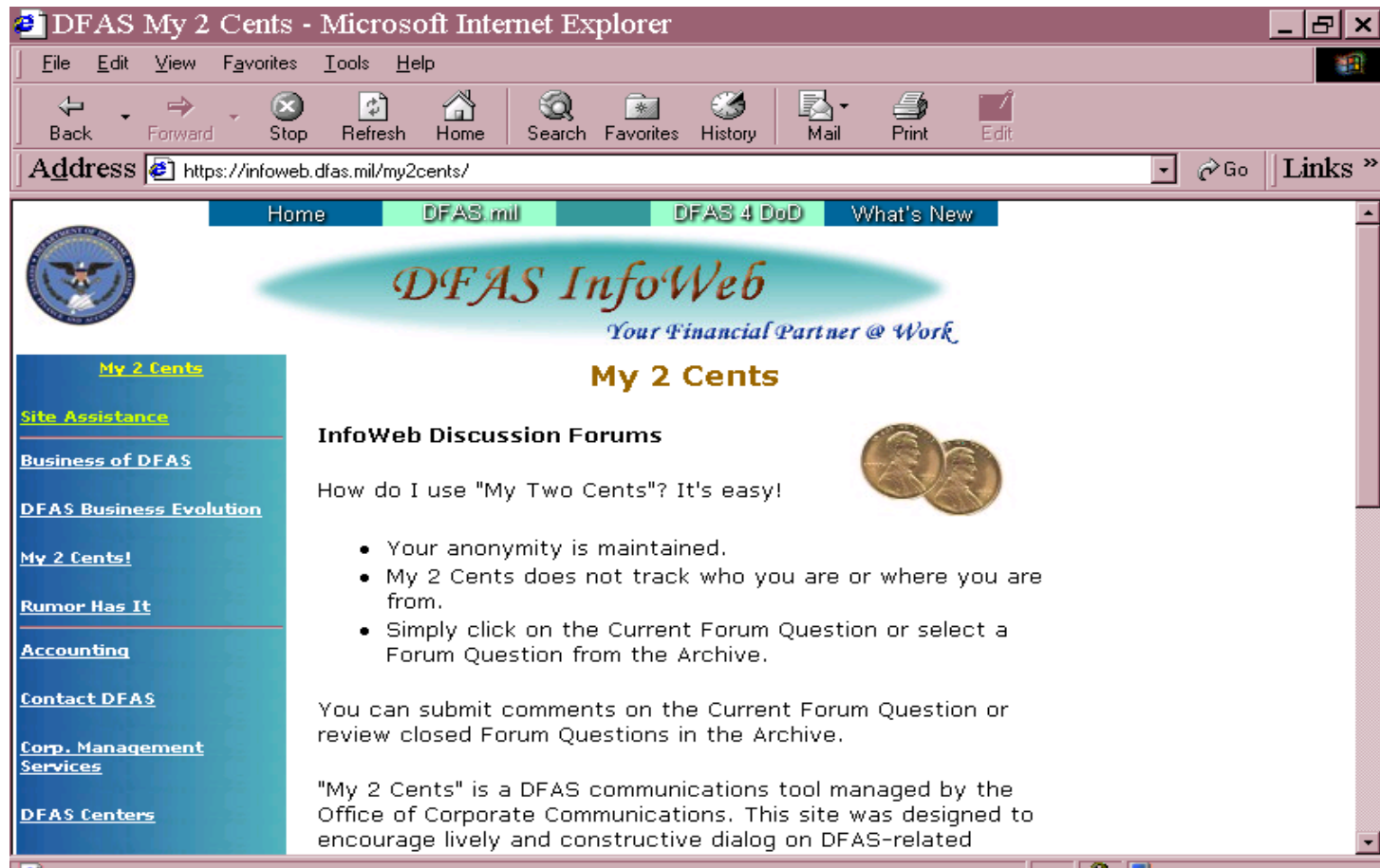
- INFOWEB.DFAS.MIL

<u>January 2000</u>	<u>January 2001</u>	<u>Increase</u>	<u>Percentage</u>
109,517	566,057	456,540 hits	516%

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Electronic Interface -- Special Programs

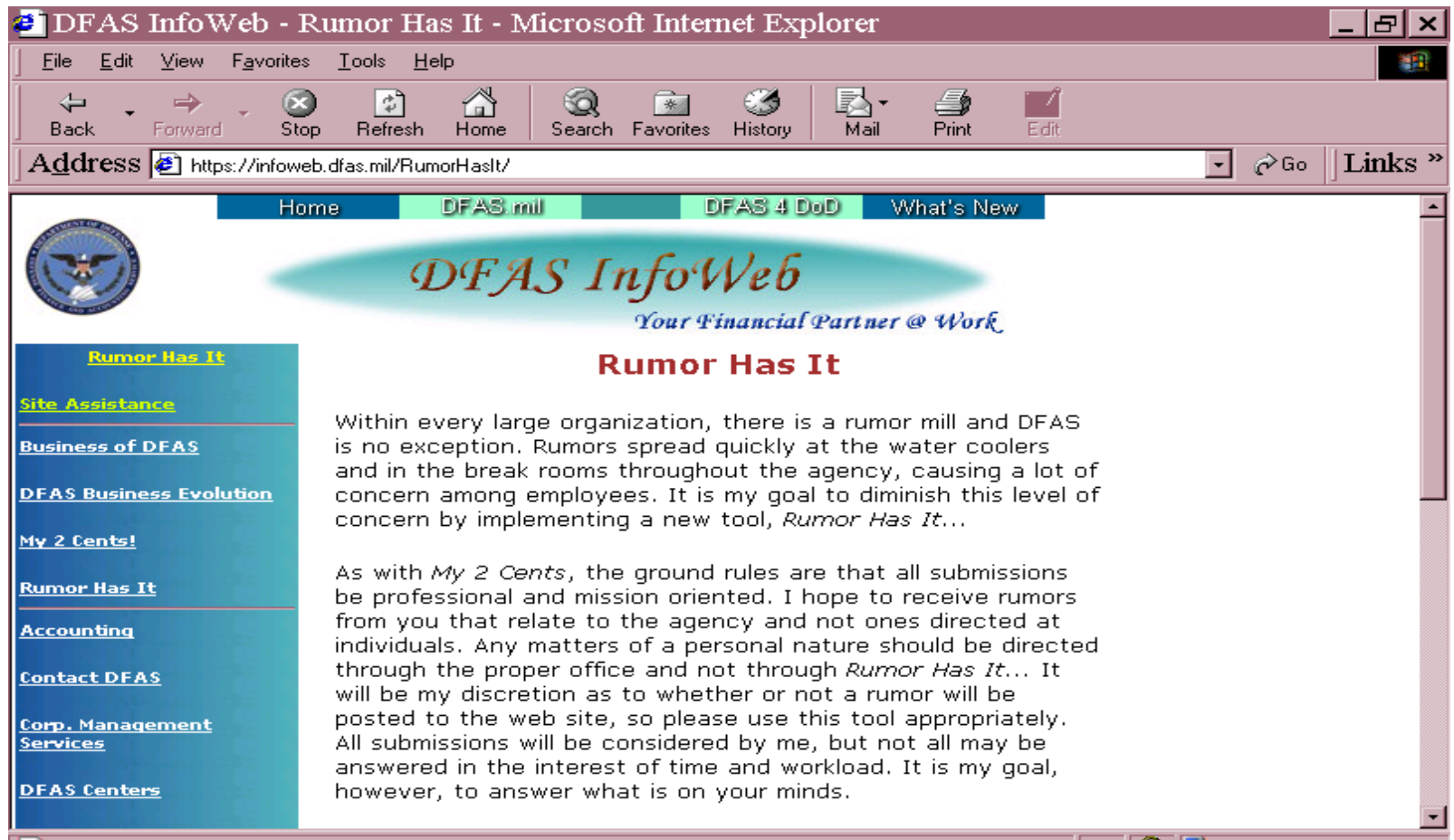
● "My 2 Cents"



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Electronic Interface -- Special Programs

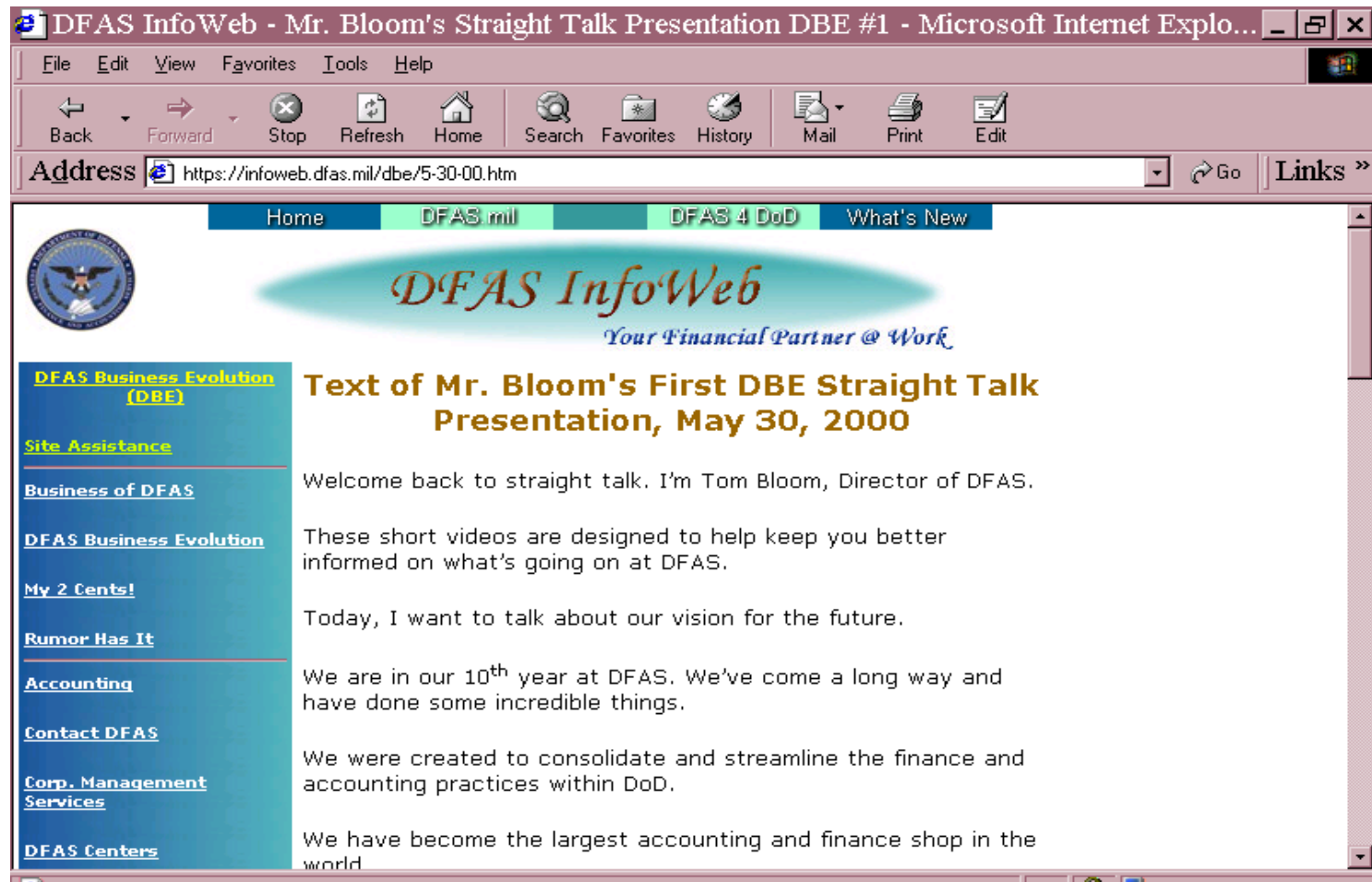
● "Rumor Has It..."



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Electronic Interface -- Special Programs

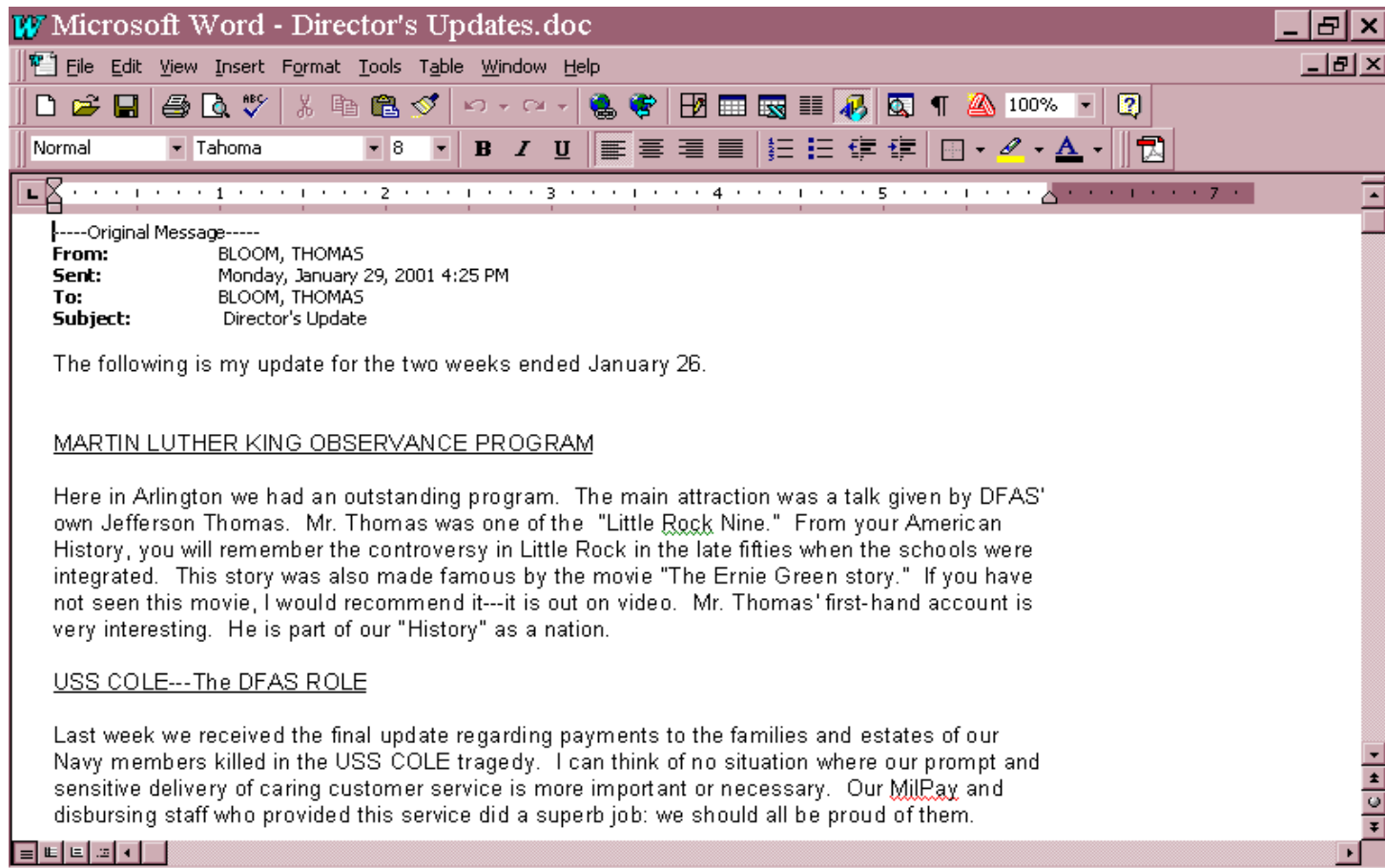
● "Straight Talk"



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Electronic Interface -- Special Programs

● “Director’s Updates”



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Print

- Local Publications
 - newsletters
 - pamphlets
 - tri-folds
 - press releases
 - educational materials
 - posters

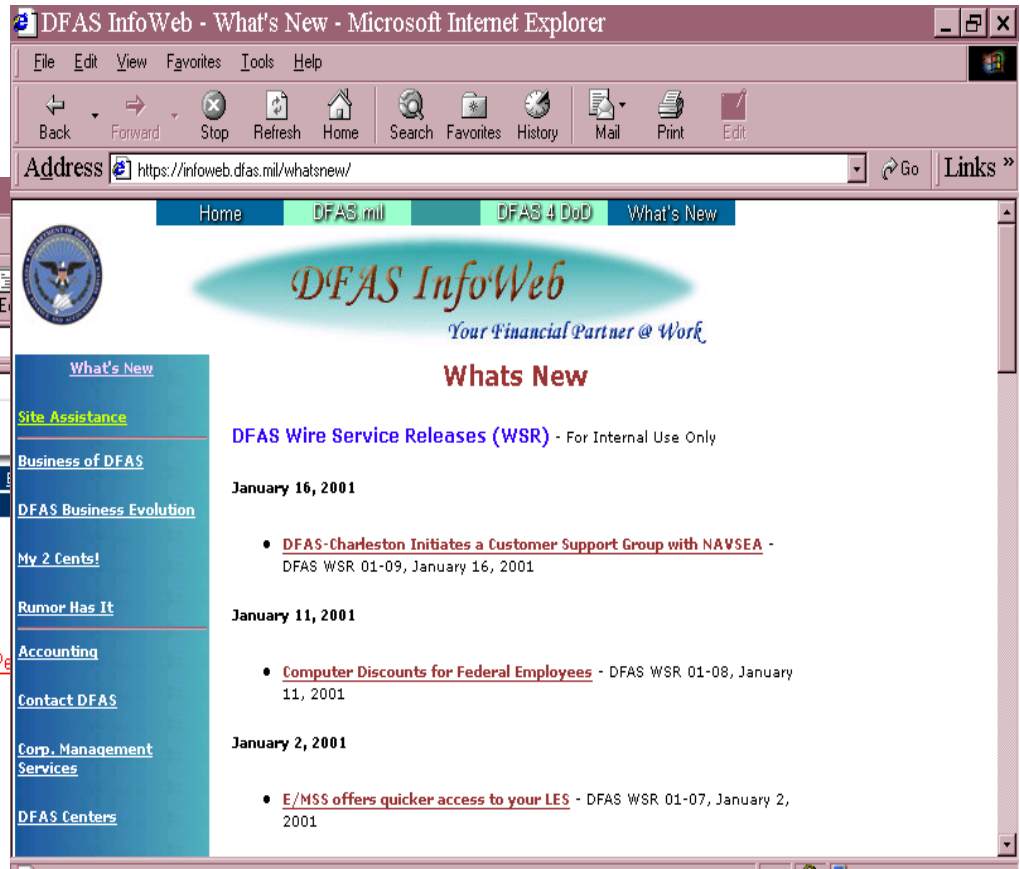
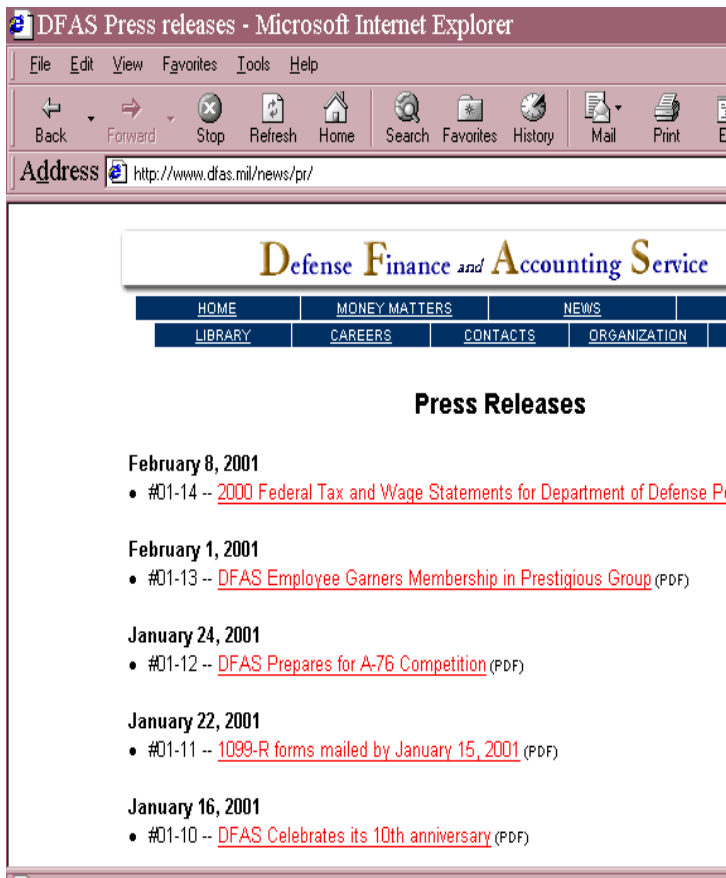


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Print

Press Releases for Employees

● Press Releases

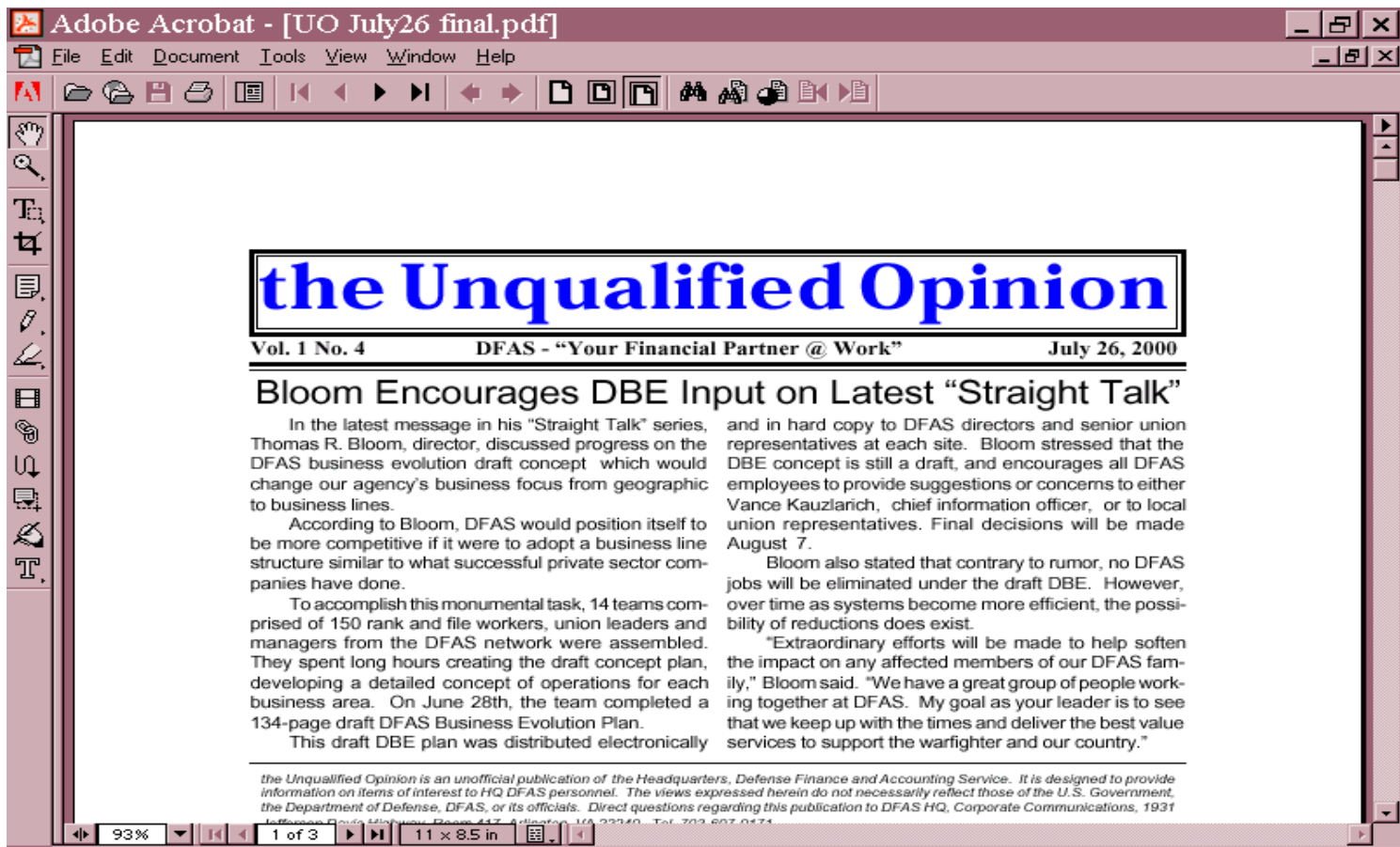


External Press Releases for Customers and Employees

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Print

"The Unqualified Opinion"



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For More Information

Ms. Claudia L. Bogard
Director for Corporate Communications

Phone: (703) 607-1452

E-mail: claudia.bogard@dfas.mil



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